



News Release

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Education

Launch of 19th annual Provincial French Pride Week (08/03/17)

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SAINTE-ANNE-DE-KENT (CNB) - The 19th annual Provincial French Pride Week was officially launched today by Premier Shawn Graham, Education Minister Kelly Lamrock and the minister for la Francophonie, Hédard Albert, who joined students, staff, and guests at Calixte-F.-Savoie school in Sainte-Anne-de-Kent for the festivities.



(Multimedia)

"Being a francophone in New Brunswick means appreciating the beauty of the French language and taking pride in our status as Canada's only officially bilingual province," Graham said during his speech to those attending the launch. "If we want to give our young people the best school system and start them on the road to self-sufficiency, we must ensure that all of the province's francophone students become residents who are proud of their linguistic and cultural identity."

Every year, francophone New Brunswickers celebrate Provincial French Pride Week by organizing a wide variety of cultural events to promote the French language and the diversity of francophone cultures in New Brunswick and elsewhere.

"Over the years, this week has become a major event in the school year, and all the more so this year, since our education plan, *When kids come first*, treats linguistic and cultural identity building as an integral part of our children's school success," Lamrock said.

This year, over 33,000 students at the province's 97 francophone schools will celebrate Provincial French Pride Week from March 17 to 20 by taking part in various activities, including cultural and sports events, performances, games, and contests. The slogan, *Où que je sois, le français, c'est mon chez moi*, was suggested by the students of Le Mascaret school in Moncton.

"This slogan reminds us that for our young francophones, success in school includes a linguistic and cultural dimension that extends beyond the school and into their homes and communities as well," the minister said.

"The French language is spoken by over 200 million people around the world, and each year on March 20, International Francophonie Day, we celebrate its vitality on every continent," Albert said. "Since 1989, Provincial French Pride Week has been scheduled to coincide with International Francophonie Day, providing us with an ideal opportunity to express our pride in the French language and celebrate

our membership in the international Francophonie."

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Provincial French Pride Week has its own website at <http://www.gnb.ca/0000/spff>. (French only).

Provincial French Pride Week is the product of a partnership between the francophone school districts, the Association des enseignantes et enseignants francophones du Nouveau-Brunswick, the Association francophone des parents du Nouveau-Brunswick, the Université de Moncton, the Conseil provincial des sociétés culturelles, the Fédération des jeunes francophones du Nouveau-Brunswick, l'Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick, L'Acadie Nouvelle, the Fédération des Dames d'Acadie, Société Radio-Canada, Rogers Television, and the provincial departments of Wellness, Culture and Sport, Intergovernmental Affairs, and Education.

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MEDIA CONTACT: Angélique Binet, communications officer, Education, 506-444-4714.

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